

Doing Business with JPL

Kirk Bilby

March 6, 2007



Know your Customer



- Jet Propulsion Laboratory
- A Federally Funded Research & Development Center (FFRDC)
- Assigned to NASA (One of 10 centers)
- Operating Division Of Caltech (Edu. Institution)
- NASA's lead center for Robotic Exploration of the Solar System



JPL Organizational Breakout



13 November 2006



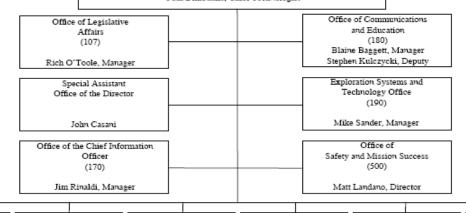
Composite Laboratory California Institute of Technology Jean-Lou Chameau, President

IET PROPULSION LABORATORY

Charles Elachi, Director Gene Tattini, Deputy Director Thomas R. Gavin, Associate Director, Flight Projects and Mission Success Firouz Naderi, Associate Director, Programs, Project Formulation & Strategy Dale M. Johnson, Associate Director, Chief Financial Officer Dan McCleese, Chief Scientist Paul Dimotakis, Chief Technologist

General Counsel (Reports to Caltech President)

> Harry Yohalem Vicci Stratman, Deputy



Human Resources Directorate (110)

Cozette Hart, Director Rick Roessler, Deputy Business Operations Directorate (200)

Dale Johnson, CFO & Director Steve Proia, Dep CFO & Deputy

Engineering and Science Directorate (300)

Peter Theisinger. Director Phil Garrison, Deputy William Langer, Deputy

Solar System Exploration Directorate (400)

Chris Jones, Director Vacant, Deputy

Mars Exploration Directorate (600)

Fuk Li, Director John McNamee, Deputy Astronomy and Physics Directorate (700)

Jakob van Zyl, Director Leslie Livesay, Deputy

Earth Science and Technology Directorate (800)

Diane Evans, Director Jim Graf, Deputy

Interplanetary Network Directorate (900)

Bill Weber, Director William Rafferty, Deputy



Understanding The Organization



- We are a Matrix Organization
- Project Directorate's (4x 6x 7x 8x 9x) market JPL to the Sponsors and are responsible for obtaining funding
- 3x is our implementing organization. This is where our Design Engineers, Fabrication and hands on development work is accomplished
- Most subcontracts/purchase orders flow through 3x which is the implementing organization for the Project Directorates
- Some large System Subcontracts flow through the Project Directorates. This is where 1 single subcontractor is hired to complete the entire project



Engineering & Science Directorate





JET PROPULSION LABORATORY CHARLES ELACHI DIRECTOR EUGENE TATTINI DEPUTY DIRECTOR

> 300 ENGINEERING AND SCIENCE DIRECTORATE

PETE THEISINGER, DIRECTOR
PHIL GARRISON, DEPUTY DIRECTOR
WILLIAM LANGER, DEPUTY DIRECTOR for RESEARCH
VACANT, CHIEF TECHNOLOGIST
BOB IBAVEN, BUSINESS OFFICE MANAGER

Engineering and Science Directorate

16 October 2006

310

SYSTEMS AND SOFTWARE

JAN CHODAS, MANAGER DAVE NICHOLS, DEPUTY MANAGER

ROSS JONES, ASSISTANT MANAGER

GLENN REEVES, ASSISTANT MANAGER

LESLEY IBAVEN, BUSINESS ADMIN, MANAGER 320

SCIENCE

HAROLD YORKE, MANAGER

MICHAEL GUNSON, DEPUTY MANAGER

ALBERT MAGALLANES, BUSINESS ADMIN. MANAGER 330

COMMUNICATIONS, TRACKING AND RADAR

KENT KELLOGG, MANAGER

STEVE LICHTEN, DEPUTY MANAGER

SAM ZINGALES, ASSISTANT MANAGER

SCOTT FLORES, BUSINESS ADMIN. MANAGER

380

340

AUTONOMOUS SYSTEMS

ROGER GIBBS, MANAGER

SAM THURMAN, DEPUTY MANAGER

TOORAJ KIA, ASSISTANT MANAGER

KIRK GERBRACHT BUSINESS ADMIN. MANAGER

350

MECHANICAL SYSTEMS

KENDRA SHORT, MANAGER

GEORG SIEBES, DEPUTY MANAGER

EDNA VILLAREAL, BUSINESS ADMIN, MANAGER 370

ENTERPRISE ENGINEERING

LEWIS SOLOWAY, MANAGER

BILL REVERE, DEPUTY MANAGER

JIM OYAMA BUSINESS ADMIN. MANAGER

INSTRUMENTS & SCIENCE DATA SYSTEMS

TOM LUCHIK, MANAGER

ANNETTE LARSON, DEPUTY MANAGER

JAN SMITH, BUSINESS ADMIN, MANAGER



Division 31 Systems & Software



312 MISSION SYSTEMS CONCEPTS

- Program System Engineering
- Mission Architectures
- Mission Proposal development
- Project Planning
- Mission cost estimating
- Systems Analysis
- System Engineering tool development
- Cost risk analysis
- Launch approval planning
- Technology development

313 SYSTEMS ENGINEERING

- Mission Engineering & Planning
- Project Systems Engineering
- Project Software Systems Engineering
- End-to-end information systems Engineering
- Flight Systems Engineering & Architecture
- Fault Protection
- Mission Operations Systems Engineering



Division 31 Systems & Software



314 SYSTEMS VERIFICATION, VALIDATION & OPERATIONS

- Flight System Testbed Development & Operations
- ATLO Development & Operations
- Launch vehicle Integration
- Flight System V&V
- Mission Operations System V&V
- Integrated Flight/Ground System V&V
- Flight Operations Training
- Mission Management during Phase E
- Mission Control
- DSN Scheduling

315 INTGRATED GROUND DATA SYSTEMS

- GDS Management & Systems Engineering
- GDS Software Systems Engineering
- GDS Integration & Test
- GDS deployment, management & operations



Division 31 Systems & Software



316 FLIGHT SOFTWARE AND DATA SYSTEMS

- Flight Software Management & Systems Engineering
- Flight Software Development vis multi mission teams
- Management and Systems Engineering of tracking, command telemetary &
 Data Management for Ground software development
- Flight Software & Ground Software Testbeds

317 PLANNING AND EXECUTION SYSTEMS

- Systems Engineering of planning, scheduling and execution systems
- Sequence Software development
- Planning & Scheduling Operations
- DSN service management systems Engineering
- DSN service management software development
- Science Planning Sysetms Engineering



Division 32 Science



322 PLANETARY SCIENCE & LIFE DECTECTION

- Studying the Atmospheres, surfaces and interior of Planets
- Understanding the origins of planets and the physical processes at work
- Using Radar to determine the physical characteristics of asteroids and to search for asteroids that may
 pose a hazard to the Earth

324 EARTH SCIENCE

- Studies of Earth Polar ozone to understand the effects of ozone depletion
- Measuring and understanding current levels of Atmospheric carbon dioxide and its land & ocean sources and sinks for better climate change predictions
- Space-based observations and computational models to understand behavior of earthquake fault systems and the processes and impact of volcanic eruptions

324 ASTROPHYSICS AND SPACE SCIENCE

- Astrophysical observations in the optical, infrared, microwave and gravitational wave spectrum
- Spacecraft observations of the in-situ magnetic field and plasmas
- Development of new instrumentation for astronomical observations and life detection
- Laboratory measurement of atomic and molecular cross sections
- Observations from spacecraft, measurements of the cosmic microwave background, modeling and observation of star formation, proto-stellar disks, and dust disks and new techniques under development for gravitational wave astronomy and for direct observation of extra-solar planets





Division 32 Science

328 EARTH REMOTE SENSING

- Study hurricanes and other aspects of weather from orbiting spacecraft
- Measuring cloud properties and aerocal particles in the atmosphere & mapping vegated and icy areas
- Observing stratospheric ozone to characterize depletion and ozone holes
- Mapping the global distribution of water vapor
- Mapping tropospheric ozone to study global air quality

332 COMMUNICATIONS ARCHITECTURES & RESEARCH

- Coding and Data compression
- Deep Space Flight and Ground telecom systems Engineering
- RF, Optical, digital communication systems
- Telecom mission operations
- Earth based Planetary Radar and Radio Science
- Communications networks

333 COMMUNICATIONS GROUND SYSTEMS

- Ground Antenna RF design and Engineering
- Large Antenna mechanical and structures
- Cryogenic low noise front-end systems
- High power transmitter and exciters
- Telecom digital signal processing

334 RADAR SCIENCE AND ENGINEERING

- Advanced Radar concepts, techniques and technologies
- Radar system Engineering and Implementation
- Radar Science applications
- Radar algorithm development and data processing
- Mission calibration, validation and operations

335 TRACKING SYSTEMS & APPLICATIONS

- Antenna arraying, VLBI and delta DOR for tracking
- Precision Clocks and Quantum sensors
- Autonomous Formation Flying sensors
- Precision GPS Flight System and Ground Networks
- Applications to geodesy, geophysics, fundamental physics and astronomy

337 FLIGHT COMMUNICATIONS

- Flight high power/ high voltage electronics
- Flight Telecom/coherent frequency techniques
- Flight Antenna research, design, development and characterization
- Antenna EM scattering, modeling, simulation and metrology



Division 34 Autonomous Systems



341 AVIONIC SYSTEMS ENGINEERING

- Advanced Concepts & Architecture
- Flight Systems Engineering
- Test Systems Engineering
- Integration & Test Engineering
- Ground System Engineering
- Multi Mission operations
- Project Element Managers

• 344 AVIONIC EQUIPMENT

- Electronic Design
- Integrated Avionic hardware
- Precision motion Control & Celestrial sensors
- Bio-Inspired Technologies & systems
- Tools and Processes
- ASIK Design





Division 34 Autonomous Systems

345 AUTONOMY & CONTROL

- Guidance and Control
- OS and Avionics support software
- Simulation and Verification
- Software Systems Engineering & Technology infusion

346 POWER AND PRECISION CONVERSION SYSTEMS & TECHNOLOGY

- Photonics Research & Systems
- Electro-chemical technologies
- Materials and Devices technologies
- Power Electronics Engineering
- Power System Engineering



Division 34 Autonomous Systems



348 MOBILITY SYSTEMS & TECHNOLOGY

- Machine vision
- Robotic Vehicles
- Tele-Robitics research and application
- Mechanical and Robotic Technologies

349 ELECTRONIC PACKAGING AND FABRICATION

- Fabrication Planning and control
- Electronic Hardware Fabrication
- Electronic Packaging Engineering
- Advanced Electronic Packaging Engineering



Division 35 Mechanical Systems



352 SPACECRAFT MECHANICAL ENGINEERING

- Mechanical Systems & Entry, decent & landing
- Advanced Mechanical Systems
- Cabling Engineering
- Dynamics Environment
- Mechanical Integration Engineering
- Spacecraft Design Engineering
- Spacecraft Structures & Dynamics
- Bio-technology and Planetary Protection
- Structures & Configuration

353 PROPULSION & MATERIALS

- Propulsion Flight Systems
- Advanced Propulsion Technology
- Flight Materials and processes
- Materials testing and contamination control
- Chemical analysis and materials development



Division 35 Mechanical Systems



354 THERMAL & CRYOGENICS

- Advanced optical systems
- Low Temperature Systems & Technology Development
- Low Temperature Science & Quantum sensors
- Advanced Thermal Technology
- Spacecraft Thermal Engineering & Flight Operations
- Thermal & Fluid systems Engineering
- Interferometer thermal Engineering

355 INSTRUMENT MECHANICAL ENGINEERING

- Planetary sample Acquisition & Handling
- Robotics and Mechanisms
- Structures & Configuration
- Opto-Mechanical Engineering
- Design Engineering
- Structural Analysis & test
- Advanced Deployable structures
- Advanced Technologies



Division 37 Enterprise Engineering



- The Enterprise Engineering Division is responsible for the development, operation and management of JPL's enterprise-wide technical infrastructure, which includes:
 - engineering, information technology (IT),
 - telecommunication,
 - technical facilities.
- 372 PROJECT CONTROL & ENTERPRISE APPLICATIONS
 - system administration, Configuration Management Engineering (CME), Information Management Engineering (IME), web design and development, database hosting and development, mechanical fabrication,
- 373 ENTERPRISE COMPUTING & NETWORKING
 - email, electronic calendaring, electronic libraries, problem reporting systems, action item tracking systems, project data management systems, mechanical and electrical CAE tools, supercomputers.



Division 37 Enterprise Engineering



374 ELECTRONIC PACKAGING & FABRICATION ENGINEERING

- electrical fabrication, environmental testing, metrology, instrumentation, & the Micro Devices Laboratory
- 375 MECHANICAL FABRICATION & ENGINEERING
 - mechanical fabrication, environmental testing, metrology, and instrumentation.
- 376 MEASUREMENT, INTEGRATION & TEST
 - Spacecraft Test Complex, the Spacecraft Assembly Facility, the 10ft and 24ft Space Simulators, clean rooms

382 SPACE EXPERIMENTS SYSTEMS

- Airborne visible and infrared imaging spectrometer
- Engineering that supports designs for future instruments

383 INTERFEROMETRY AND ADVANCED OPTICAL SYSTEMS

- Observational approaches, system technologies & architecture
- Extremely high precision optical modeling technologies and specific component & System Models
- Multi-functional real-time control soft technologies
- Extremely high-precision metrology components & systems
- Adaptive optical technologies and systems for large ground and space based optical observational systems
- Lidar Technologies and instruments for a range of Scientific & Engineering

384 IN-SITU INSTRUMENT SYSTEMS

- Developing and delivering instrument component technologies that advance the state of the art for observational systems, including detectors, lasers, optics, micro-electro-mechanical systems (mems), fludic devices and nano-structure based devices
- Developing the micro devices laboratory technical expertise and services for electronic materials, device physics, device fabrication, and device characterization for other sections to support Flight Projects.







385 MICROWAVE SYSTEMS

- Development of quantum-noise limited coherent (heterodyne) and incoherent (direct) detectors for low-background and high-background applications at sub-millimeter & Far infrared wavelengths
- End-to-end development and field operations of radio meters
- Development of microwave systems for Earth sensing instruments
- Semi-conductor device designs, fabrication & qualification
- Development of advanced techniques to model & design millimeter wave amplifiers and digital circuitry
- Development of state of the art test and measurement for room temperature and cryogenic microwave, millimeter wave and sub millimeter wave devices, components and subsystems
- Development of receiver components & observational instrument approaches for cosmic radiation measurements
- Development of Far Infrared detectors
- Development of Advanced super computing, devices, thermopile detectors
- Flight Sensor implementation & testing

Division 38 Instruments & Science Data Systems

• 386 INSTRUMENT SOFTWARE SYSTEMS

- Instrument Flight Software, ground data systems development, science operations
- System Engineering of end-to-end instrument software systems extending through flight, ground sciences, data product generations, data distribution and archiving
- Design, development, test and integration of instrument real-time embedded Flight
 Software & ground support equipment
- Provide and integrate capabilities in automating detecting, identification, correlation and extraction of spatial spectral and temporal characteristics of imaging in support of in-situ technical operations & remote sensing

• 387 MODELING & DATA MANAGEMENT SYSTEMS

- Earth Science software systems
- Advanced Information Technology & applications
- Earth Science Data Management & Archive system
- Applied cluster computing technology



Who do I contact?



- Find the Technical Supervisor in the area of your expertise
- They are responsible for work assigned in their group supporting the Project Directorates
- They need your help to complete their job.
- Find them, talk to them. Market your specialty/product



Acquisition Organization

Division 260 Steve Proia Division Manager (AD)

Section 266

Services and Institutional

Support Subcontracts

. Janester Short

Manager



Acquisition Division (26 Effective January 17, 20

Walker, Jean – Division Staff
Pierce, Colleen – Division Administrator (LOA)
Edler, Dana - Communications/Training
Yamamoto, Anne - Division Secretary
Robles, Ana - APT
Tsau, Jennifer – APT
Hoppe, Shannon (LOA)
Kieckhefer, Ed (LOA)

Section 262 Commodities Purchasing Ashley Collins Manager

Kevin Robinson, Deputy Mgr Carr, Adeline - (S) Healy, Dottie - (S) Steinman, Francisca - (S)

Rapid Procurement Group 262-1 Neilan, Nancy – Supervisor Arias, Mark

Anas, Mark
Burow, David
Clifton, Linda
Jones, Kevin (APT)
Keshishian, Emil (APT)
Lee Jamel
Meeks, Larry
Mertz, Jennifer
Park, Stephanie
Sanders, Jane-Ann
Zuro, Christine

Eah. Test & Lah. Spiy. Gm; 282-2 Levy, Kathy - Supervisor Baron, Beth Cloud, Debbie Dean, Karen Gorham, Ellissa Guzman, Anabel (APT) Howard, Dana Lopez, Anita Marquez, Jorge Nenadovic-Cantuna, Linda Ramos, Jake

Hardware/Software Group 262-3.
Woo, Steve – Supervisor
Cerda, Gloria
Cuevas, Rosina
Dilanchyan, Raymond (APT)
Jaquez, Maria
Wiggan, Eleanor

Base Support & Infras. Grp 262-4. Lee, Debbie – Supervisor Avagyan, Varduhi (APT) Barker, Mai (APT) Barker, Mai (APT) Bruva, Neil Cruz, Marvin Esparza, Joel Obregon, Gabriel Rad, Mina Sierra, Auvin Wong, Cynthia Section 263 Acquisition Planning and Compliance Kent Johnson Manager

Caporicci, Kevin Goldberg, Steve Horowitz, Christine Kemp, Ginger, - (S) Kleine, Mike

Subcontracts. Closeout Group 263-1 Kong, Ray- Supervisor Breese, Charlotte (Sr Buyer Aide) Buril, Eric (APT) Cleanwater, Rhea (Sr Buyer Aide) Driga, Sergey (APT) Garinger, Diane (Sr. Buyer Aide) Hughes, Andre Steinbacher, Rosa

Cost & Perf. Analysis Group 263-2 Goodman, Jeffrey - Supervisor Bidermann Steven Conte, Joe Fidem Charles Epping, William Erkin, Dilnare (APT) Giacoma, Stephen Gin. Gordon Handayan, Dan Itatani, Sandy Joh, Tom Marinovich, Robert Reger, Paul Taylor, Kim Walsh John

Office 264 Business Opportunities Tom May Manager

Thomas May Colbert, Jasmine Norton, Amber Ramirez, Martin Ruiz, Mary Helen

Labor & Task Services Grp 266-1 Smith, Elbert – Supervisor Benn Alicia

DeVore, Shary - (S) Sanchez, Maria - (S) (LOA)

Benn, Alicia Spervisor Benn, Alicia Bolden, James Boundschuh, Bunny Camara, Irene Delgado, Adolfo Downs, Adrian (APT) Jerez, Omar Johnson, Mary Loesch, Ginger Mathews, Tim Reese, Brandon (APT) Schoffield, John Simpson, Steve

Construction Facilities & IPN (9X)
Group 268-2
Salsman, Mike - Supervisor
Akioka, Elroy
Constantine, Jim
Cooper, Margaret
Dyous, Carmen
Findley, Cliff
Northup, Brad
Sovereign, Kathy

Non-Flight R&D (3X) Group 266-3 Bilby, Kirk — Supervisor Booker, Jackie Cheng, Jean Cresto, Katherine Medrano, Jose Mims, Trena Phalen, Michael Recinos, Teresa (APT) Richardson, Krandalyn Section 267
Flight, Project and Program
Subcontracts
Andre Stefanovich
Manager

Acosta, Drea (APT) Lewis, B. J. - (S) Sanchez, Maria - (S) (LOA)

Astronomy & Physics (7x) and Earth Science & Tech (8x) Group 287-1 Deborah Watson - Supervisor Alfery, Teresa Comish, Jeff Davis, John Kert, Bill Low, Dan O'Malley, Fred Rosalia, Greg Shemil, Tony

Solar Sys. Exploration (4x), and Mass. Exploration (ft). Group 267-2 O'Hara, Kathy - Supervisor Dolan, Mark Godfrey, Tim Hahn, Kathleen Jacobs, Mike Lee, Jane Lynch, Tom Pomeroy, Geoffrey Salazar, Andrea Scarbrough, Marty Schneider, Michele

Office 268 Project Acquisition Managemen Stuart Imai Manager

Alfery, Steve Campbell, Glenn Easter, Peggy Medina, Rigo O'Connell, Gerald Taylor, Randy Section 269
Universities Subcontracts
Andre Stefanovich
Manager (AD)

White, Laura - (S) Wysocki, Cheryl - (S)

Eastern States Linix Group 289-1 Borlund, Della - Supervisor Cruz, Eldrin McCowen, Jeff Montini, Diane Murillo, Edgar Villarreal, Lauren Wagner, Herman Williams, Brian

Western States Univ. Group 289-2.
Thompson, Patriok - Supervisor
Castillo, Marik
Flores, Richard
Hesselgesser, Barbara
Hom, Wendy
Sorivner, Susan
Sharp, Jackie
Walizer, Nancy





Acquisition Buying Sections

- Flight Projects
- Commodities
- Institutional Support & Services
- Universities





Flight Projects

- Spacecraft Systems
- Spacecraft Subsystems
- Flight Instruments
- Technology studies
- Flight R&D Studies and Hardware

- Defense & Intelligence Space Programs
- Technology & Applications programs





Commodities

- Electronic parts
- Mechanical parts
- Build to print components/parts
- Outside fabrication & processing
- Electronic Instrumentation & test equipment
- Electronic components & supplies
- Hardware, software and ADP
- Electrical Supplies

- Graphics products and services
- Office equipment & machines
- Office computer supplies
- Building supplies & hand tools
- Furniture
- Office supplies and associated support
- Small support services
- Flight Parts
- Chemicals, cryogenics, gases





Institutional Support & Services

- Contract Labor support through Labor Hour subcontracts
- Consulting Agreements
- Engineering & Technical Task support subcontracts through blanket basic ordering agreements
- Non-Flight R&D Studies & Hardware
- Ground Support Equipment

- Facilities & Construction
- Maintenance & Operations support of the lab
- Security & fire protection services
- Institutional Computing and Network support
- Desktop computing support
- Interplanetary Network support and services





Universities

- Basic Research
- Scientific Investigations
- Technical studies
- Flight Instruments & Instrumentation
- Educational Outreach

- Not for profit agreements
- Research Support Agreements



How Do you connect with JPL?



- Letters of Interest/Request for Information
- JPL Business Opportunities Home page
- http://acquisition.jpl.nasa.gov/boo/
- Fed Biz Ops home page
- Source list developed by Engineers at JPL
- Source list from Business Opportunities Office of files



How Do you connect with JPL?



- Jet Propulsion Laboratory
 - http://www.jpl.nasa.gov
- JPL Acquisition Division
 - http://acquisition.jpl.nasa.gov/default.htm
- JPL Business Opportunities Office
 - http://acquisition.jpl.nasa.gov/boo
- NASA
 - http://www.nasa.gov



How does JPL buy it?



- Request for Proposal (RFP)
- Can be both competitive/non-Competitive
- Cost proposal received
- If competitive, then a technical evaluation may be performed or
- Mandatory qualifications/low cost
- Either way a "Best Value" determination is made





What can I expect to see in the RFP?

- General Proposal Instructions
- Technical/Management Volume instructions
- Cost instructions
- General request for information about your company its tax payer ID etc...
- Specimen subcontract
 - Fixed Price; Cost Reimbursement; or a variation of the above
 - Incentives including cost; schedule; award fee' award term
- Exhibits including technical information needed to complete the work





How does JPL buy it?

- Request for Quotation (RFQ)
- Can be both competitive and non-competitive
- Price quotation
- Multiple Bids if competitive
- Low Bid wins
- Most common in small purchases or construction





What can I expect to see in the RFQ?

- General instructions on how to respond
- General information request including tax payer ID, type of company (ie sole owner/ corporation) Payment/Shipment Terms; Delivery Terms etc...
- Box to fill in Bid/Price?
- Sample Purchase Order with exhibits or technical data



How does JPL buy it?



- P-Cards
- Commercial Items/Purchase Orders
- Blanket Agreements
- GSA Schedules
- I-Procurement
- Subcontract's utilized at JPL include Fixed Price; Cost Reimbursement; Labor Hour; Time & Material;
- Incentives include Award Fee, Incentive Fee, Award Term



Should I invest my time and money?



- Review and analyze the requirements that JPL has posted
- Determine if there is a fit between my service and JPL needs
- Determine if there are minimum/mandatory requirements and only respond to those solicitations that fit into my core capabilities
- Identify the requirements challenges and research the job. Know the job.
- Attend JPL meetings on the requirements and if possible discuss the requirements in advance with JPL technical staff if the RFP has not yet been posted.



Should I invest my time and money?



- Ask myself the following:
 - Can I do the work?
 - Can I offer a competitive price/cost?
 - Do I have good past performance?
 - Can I meet the schedule?
 - Is this in my core business or am I trying to do everything for everybody?
 - Have I done business with the Government before and if not, do I understand that this is significantly different then commercial business arrangements.
 - Am I prepared to invest the time and B&P money necessary to win this effort?





- Read the RFP!
- Read the RFP!
- Establish a proposal team dedicated to winning!
 - Assign Section Leaders responsible for completing their parts including Technical, Management, Cost etc...
 - Review the General/Technical and Management instructions as a team then get to work
- Establish a schedule for
 - completing graphics, printing, reproduction, shipment,
 revisions, vendor quotes, material lists, internal reviews





- Create a compliance matrix list all the requirements in the Statement of Work and Specifications.

 Answer the following for each item in the matrix
 - Meet
 - Exceed
 - Fail
- Determine where our strengths and weakness fall and be prepared to address
- Create a proposal theme
 - "leading experts; highest reliability; low life cycle cost"





- Does my proposal comply with the RFP instructions?
 - Table of contents
 - Address requirements in the right place
 - Comply with page limitations
 - Address what is asked in the RFP
 - Compliance matrix should cross-reference with the WBS/SOW and Specifications.
 - Respond to every question asked in the RFP
 - Avoid deviating from the point or making changes to the requirements





- Respond to every instruction and requirement
- Support your assertions with facts and examples if necessary
- Identify key personnel and roles/responsibilities
- Identify areas that make your company better suited to doing the work
- Demonstrate strong past performance
- Propose a strong implementation team
- Include all required information
 - Forms/certifications etc...





- Demonstrate the total Best value
 - Best technical approach with the lowest possible overall cost
 - This does not necessary mean the cheapest cost,
 but the best overall value
- Show solid financial responsibility





- Deliver your proposal late
- Too expensive
- Critical weaknesses
- Disoriented proposal unable to track with requirements in the RFP
- Failure to understand what we are buying
- Take exception to requirements
- Failure to comply with requirements





- Failure to provide all requested information
- Failure to substantiate your assertions
- Place your responses where the evaluators can not find them
- Unrealistic schedules, pricing, or technological advances
- Assume you will get well later
- Don't take advantage of pre-proposal conferences, or post debriefing process



Summary



- Know your core business capabilities
- Know your customer
- Know how to find your customer
- Respond to your customers needs
- Know who your competition is
- Provide a quality product on time and at a reasonable Cost